

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019 / 2020

BMK 2804 – MARKETING MANAGEMENT
(DISTANCE EDUCATION)

14 October 2019
9.00 a.m. - 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 printed pages (including the cover page).
 2. Answer **ALL** questions.
 3. The distribution of the marks for each question is given.
 4. Please write all your answers in the Answer Booklet provided.
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QUESTION 1

Firms must monitor and measure their customers' satisfaction from time to time. What are the measurement techniques for monitoring satisfaction?

(25 marks)

QUESTION 2

What is a reference group? Describe **THREE (3)** different types of reference groups that can have an impact on a consumer's purchasing behavior.

(25 marks)

QUESTION 3

A buying center is composed of "all those individuals and groups who participate in the purchasing decision-making process, who share some common goals and the risks arising from the decisions." List the **SEVEN (7)** roles of people in a buying center.

(25 marks)

QUESTION 4

Assume you are a marketing manager and want to adopt strategic brand management. List the **FOUR (4)** main steps that you would most likely go through to accomplish this task.

(25 marks)

End of Paper